

In the Claims:

Please amend the claims as follows:

1. (original) A method of generating an advertisement print (109) comprising advertisement information (105), where the advertisement print is (109) adapted for being positioned on a surface of a substantially plane print carrier, where said surface has a predefined surface area, the method comprises the step of:
 - projecting the predefined surface area to a plane perpendicular to a line of sight between a predefined viewpoint and said print carrier,
 - placing the advertisement information within boundaries of said projected predefined surface area (101),
 - generating said advertisement print by transforming (201, 203, 205, 207) the projected predefined surface area together with the advertisement information to an area similar to said predefined surface area of said substantially plane print carrier.
2. (original) A method according to claim 1, wherein the advertisement information is two-dimensional having a first (104) and a second dimension, and where a first dimension (104) of the advertisement information is made parallel to a boundary (106) of the projected predefined surface area (101).

3. (currently amended) A method according to claim 1 ~~or~~ 2, wherein the predefined surface area is the surface area of an advertisement board (701) in a sports arena.
4. (original) A method according to claim 3, wherein a third dimension (110) of the advertising information is made parallel to lines (703) on the sports arena.
5. (currently amended) A method according to claim 1 ~~or~~ 4], wherein the predefined viewpoint is defined as the position of a broadcasting camera.
6. (original) An advertisement print (109) comprising advertisement information, where the advertisement print (109) is adapted for being positioned on a substantially plane surface of a print carrier, said surface having a predefined surface area and is parallel to an inclined plane having a first inclination relative to the ground supporting said print carrier of more than 0 degrees, said advertisement print (109) comprising a first element being a perspective projection of at least a first three-dimensional element to said inclined plane, where said perspective projection is based on a predefined viewpoint.
7. (original) An advertisement print according to claim 6, wherein a supporting surface (108) of said three-dimensional element is parallel to a supporting plane (107) having a second inclination being different from said first inclination.
8. (original) An advertisement print according to claim 7, wherein the print further comprises a second element illustrating said supporting plane (107).

9. (currently amended) An advertisement print according to claim 7[[-8]], wherein the inclination of said supporting plane (107) is substantially the same as the inclination of a surface supporting said print carrier (701).
10. (currently amended) An advertisement print according to claim 6[[-9]], wherein the surface area of the print carrier is a plane having a first inclination between 0 degrees and 90 degrees, but different from 0 degrees.
11. (currently amended) An advertisement print according to claim 6[[-10]], wherein the surface area of the print carrier is a plane having a first inclination, whereby the surface area is approximately perpendicular to the surface supporting said print carrier.
12. (currently amended) An advertisement print according to claim 6[[-11]], wherein the surface of the substantially plane print carrier is the surface of an advertisement board (701) in a sports arena.
13. (currently amended) An advertisement print according to claim 6[[-12]], wherein the viewpoint is defined as the position of a broadcasting camera.
14. (currently amended) An advertisement print according to claim 6[[-13]], wherein the three dimensional element comprises three-dimensional letters (105) having a depth (110) extending parallel to the surface supporting said print carrier, whereby the three dimensional letters appear to be supported on a plane being parallel to the surface supporting said print carrier.

15. (currently amended) An advertisement print according to ~~any of the claims 6-14~~ claim 6, wherein at least said first or second element comprises commercial information.

16. (original) An advertisement board (701) in a sports arena comprising a substantially plane print carrier with advertisement print (109) containing advertisement information, where the advertisement print (109) is adapted for being positioned on a surface of the substantially plane print carrier, where the substantially plane print carrier has a predefined surface area, the surface area of the print carrier is a plane having a first inclination relative to the surface supporting the advertisement board being different from 0 degrees, said advertisement print (109) comprising a first element being a perspective projection of at least a first three-dimensional element to said inclined plane, where said perspective projection is based on a predefined viewpoint.

17. (original) An advertisement board according to claim 16, wherein a supporting surface (108) of said three-dimensional element is parallel to a supporting plane (107) having a second inclination being different from said first inclination.

18. (original) An advertisement board according to claim 17, wherein the print further comprises a second element illustrating said supporting plane (107).

19. (currently amended) An advertisement board according to claim 17~~[[18]]~~, wherein the inclination of said supporting plane (107) is substantially the same as the inclination of a surface supporting said advertisement board (701).

20. (currently amended) An advertisement board according to claim 16[[-19]], wherein the surface area of the print carrier is a plane having a first inclination between 0 degrees and 90 degrees, but different from 0 degrees.

21. (currently amended) An advertisement board according to claim 16[[-20]], wherein the surface area of the print carrier is a plane having a first inclination, whereby the surface area is approximately perpendicular to the surface supporting said advertisement board.

22. (currently amended) An advertisement board according to claim 16[[-21]], wherein the viewpoint is defined as the position of a broadcasting camera in the sports arena.

23. (currently amended) An advertisement board according to claim 16[[-22]], wherein the three dimensional element comprises three-dimensional letters (105) having a depth (110) extending parallel to the surface supporting said advertisement board (701), whereby the three dimensional letters appears to be supported on a plane being parallel to the surface supporting said advertisement board.

24. (currently amended) An advertisement board according to claim 16[[-23]], wherein at least one dimension of the three dimensional element is parallel to at least one of the lines on the field (703).

25. (original) A sports arena with a field and lines (703) on the field, a broadcasting camera and an advertisement board (701) comprising a substantially plane print carrier with advertisement print (109) containing advertisement information, where the advertisement print (109) is adapted for being positioned on a substantially plane surface of the print carrier, where the substantially plane print

carrier has a predefined surface area, the surface area of the print carrier is a plane having a first inclination relative to the surface supporting the advertisement board being different from 0 degrees, said advertisement print (109) comprising a first element being a perspective projection of at least a first three-dimensional element to said inclined plane, where said perspective projection is based on a predefined viewpoint defined as the position of said broadcasting camera.

26. (original) A sports arena according to claim 25, wherein at least one dimension of the three dimensional element is parallel to at least one of the lines (703) on the field.

27. (currently amended) A computer readable medium having stored therein instructions for causing a processing unit to execute the method of claim 1[[-5]].